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**EcoAtlas** Business Plan:  
Steps toward implementation

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on behalf of the California Wetland  
Monitoring Workgroup (CWMW)

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## What is a business plan?

- A **business plan** is a printed document that helps to promote alignment in articulating and achieving common goals
- **Our Goal:** To achieve sustainable service through sustainable funding
- **Current status:** final draft

# Business Plan Structure

- Definitions
- Goals & Core Principles
- Background
- Detailed Descriptions
- Audience and Site Analytics (visits to the site)
- Funding Model
- Roadmap
- Outreach

# Notable Quarterly Updates

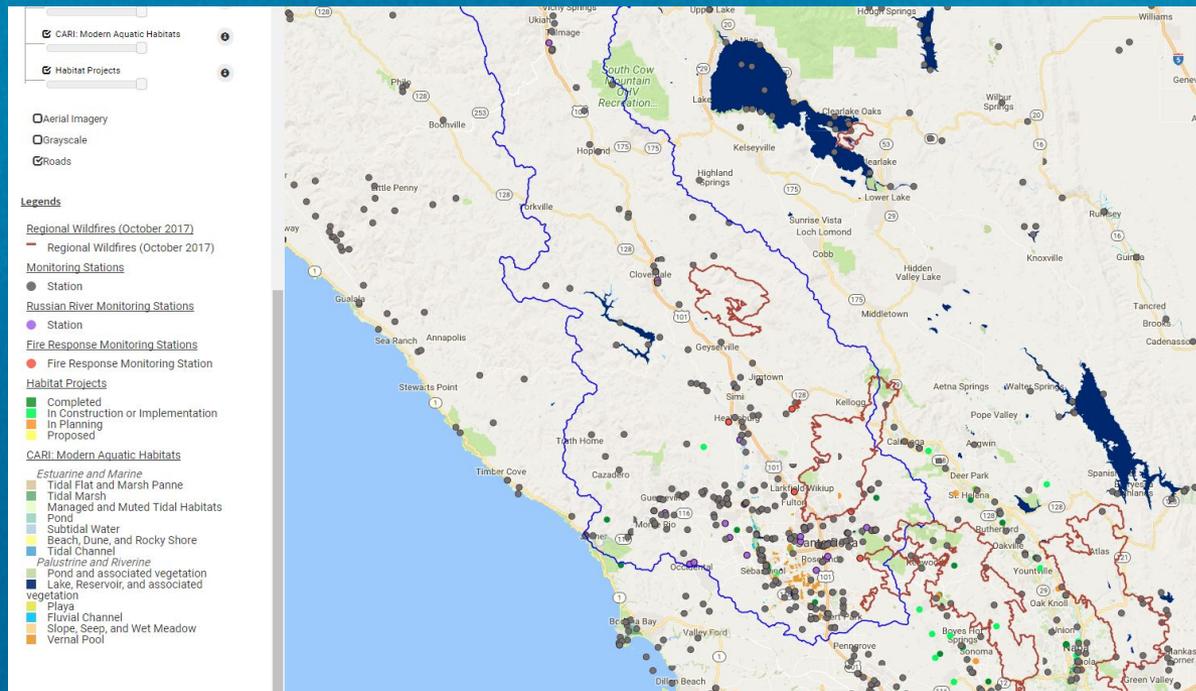
## Presentations

- CWQMC
  - Fulfilled goal of developing and presenting business plan as originally requested
  - Ideas were well received
- Key individuals
  - Karen Larsen (following up from CWQMC meeting)
  - Scott Gregory, Former GIO and current Lead of the Innovation Lab (Cal Dept of Technology) (Arranged by Shakoora Azimi-Gaylon)
- Upcoming presentations
  - Strategic Growth Council (Arranged by Shakoora)
  - SWRCB leadership

# Notable Quarterly Updates

## Customizations and Regionalization

- Russian River Regional Management Program
  - Developed demonstration product to serve fire recovery and monitoring efforts







## Primary Challenges

- The EcoAtlas Toolset has no formal agency home
- The Toolset has limited recurring funding
  - has been developed largely via grants
  - EPA-funded projects were designed to build California's wetland program capacity
- Users of the Toolset have grown accustomed to receiving services for free

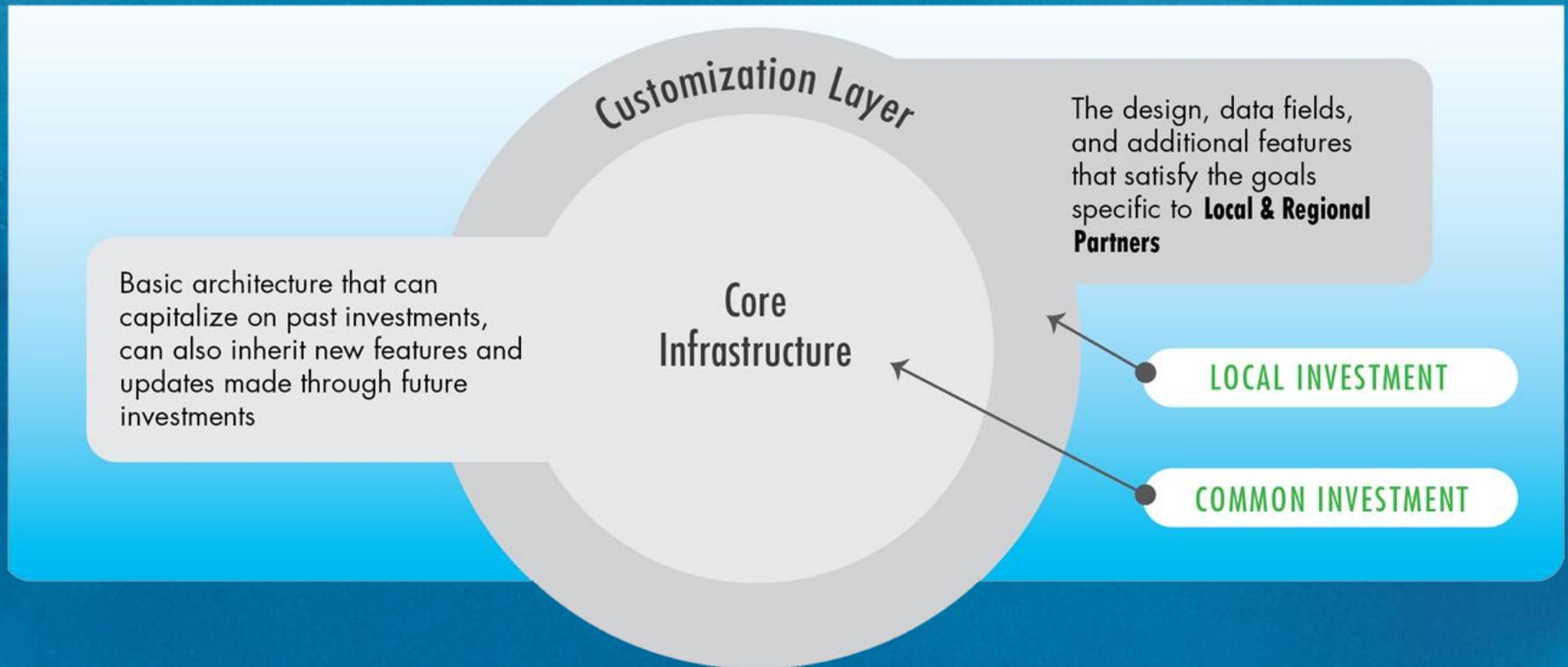


## Funding Vehicles

- Primary proposed funding vehicles
  - In-lieu-fee agreements
  - Participant fees
  - Grant-based projects
  - Licensing fees
- Funding vehicles considered and relegated to a lower priority
  - Data-sharing agreements
  - General service agreements

# Sustainable Directions

Pursue regionalization and customization of the Toolset via contracts and grants



# Sustainable Directions

- Leverage enhancements and customizations as incentives
- Recurring funding
  - Participant fees, license fees, and in-lieu-fee agreements will pay for continued support of customizations
  - will also pay for general operations & maintenance and user support



# Implementation

Proposed steps to implement the  
business plan

# Steps for implementation



1. Form implementation committee within the CWMW
  - a. Those interested in the viability of the funding model
  - b. Those who are interested in expanding the user base
  - c. Those with a vested interest in EcoAtlas's success
2. Further develop the outreach plan to communicate with currently involved agencies, organizations, and future partners
  - a. Meet with current and potential partners
  - b. Leverage communication materials
3. Recursively communicate with CWMW to make adjustments along the way



# Frequently Asked Questions

- Who governs the development of the Toolset?
- How much will we charge?
- How do we propose to handle organizations unable to afford recurring fees?
- How do we ensure broad access to information by the general public?

# Who governs the development of the Toolset?



- Subcommittees of the CWMW have influenced the development of the tools, in alignment with the WRAMP framework
  - Level 1 -- Remotely sensed data: eg, CARI
  - Level 2 -- Rapid assessment tools: eg, CRAM
  - Level 3 -- Intensive landscape assessments: eg, Integrating datasets such as the California Stream Condition Index
- The subcommittees will continue to oversee their respective core competencies
- Customizations and enhancements not pertinent to the core of the products will not be reviewed by the governance committees
- The governance committees will steward changes to QA/QC measures

# How much will we charge?

- Because the project is managed as a non-profit enterprise, the cost basis will remain the same, no matter the number of contributors.
- The more contributions, **the less each will pay.**

## Recurring Costs...

- ...For CRAM, EcoAtlas Map Viewer, CARI, Project Tracker, and Landscape Profiles are \$360k
- ...For governance and coordination are \$40k

Eg, If ten organizations contribute evenly, then the cost for each is \$40k

- Fees will be re-assessed annually.
- New contributors will lower the fees for other members.

# How will we handle non-paying clients?

- Continued access to data via the tools

However,

- No helpdesk support
- No special trainings
- No form or reporting customizations

# How do we ensure broad access to information by the general public?

- In alignment with workgroup principles, public data will remain public
- Considered a breakdown of basic and premium features
  - However, the exclusivity of data access is not consistent with the CWMW.



Questions?

Thank you!

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